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Provotyping

Develop and Realise Sustainable Future Visions

Stefaan Vandist

ISBN	9789401429412
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	USA & Canada
Size	6.69 in x 9.45 in
Pages	248 Pages
Name of series	Lannoo Campus
Price	$45.00

- Creative and hands-on approach to sustainability
- Packed with practical insights
- Featuring inspiring stories from national and international pioneers

How do you create a unifying future narrative for your organization? In an era of growing awareness regarding biodiversity, climate, and new guidelines such as ESG, sustainability is transforming our society. Stefaan Vandist draws inspiration from groundbreaking examples where the intersection of science, technology, and creativity converge. His mission? To encourage organizations to 'Provotype': construct future scenarios with softness, making them visible and tangible to elicit significant engagement. Discover how this approach stimulates impactful innovation and turn this book into your toolbox for a more sustainable and connected future.

After a successful career as a brand strategist at the internationally acclaimed advertising agency Duval Guillaume,**Stefaan Vandist** decided to focus his passion for creativity and strategy on sustainability issues. Nowadays, he works as a full-time imagination activist and creative consultant, bringing innovation processes to life for a diverse range of clients including Baloise, L'Oréal, and Tomorrowland.


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Published 29th Aug 2024